

**ZONING BOARD OF APPEALS**

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ZBA 2011-76

Petition of Viewpoint Sign & Awning  
82 Central Street

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Record Owner of Property: Linear Retail Properties, LLC

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2011, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of VIEWPOINT SIGN & AWNING requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 30 inch by 144 inch wall sign with a total area of 30 square feet, on the rear of the building at 82 CENTRAL STREET, in the Wellesley Square Commercial District, that will exceed the maximum area allowed. The proposed sign on the rear of the building, in combination with the by-right sign at the front of the building, will exceed the maximum total area allowed.

On November 14, 2011 the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing were Bart Steele, Viewpoint Sign & Awning (the "Petitioner"), Bryan Furze, Linear Retail Properties, LLC, Property Owner, and Gillian Kohli, owner of Wellesley Books.

Mr. Steele said that the request is for a Special Permit. He said that the proposal is to remove two existing nonconforming signs with a total area of 85 square feet and replace them with two signs with a total area of 60 square feet. He said that they wanted to make the signs more conforming.

Ms. Kohli said that she and her husband bought the store in September of last year when it was Wellesley Booksmith. She said that is the name that is currently on the signs. She said that they changed the name of the store to Wellesley Books, which is why they need new signs.

Mr. Steele said that instead of having individual letters mounted to the background, the proposed square footage will be a lot less. He said that they wanted to put the letters on a backer so that they stand out more. He said that the backer will be painted the same color as the awning. He said that the proposed sign has been approved by the Design Review Board (DRB).

Mr. Steele said that the sign on the front of the building is permitted by right. He said that the combined square footage of the front and rear signs will exceed the amount allowed by right. He said that the Town is trying to get the public to use the back parking lot as much as possible. He said that the property owner plans to make adjustments to the building to make the rear of the building more of a focal point.

Mr. Furze said that Linear bought the property a few years ago and has recently seen a lot of tenant turnover. He said that there are several vacancies that will be filled over the next few months. He said that they are planning to do a substantial renovation of the building in 2012. He said that they will likely go before the DRB with the proposed changes in the next several months. He said that the plans will probably include a parking lot re-design with better landscaping and drive-lane aisles. He said that they will also address some of the issues with the stairwells.

The Board said that it is nice to have an owner operated store in the town. Ms. Kohli said that she is also a Wellesley resident.

The Board said that the proposed color change is good. Ms. Kohli said that they have used similar colors inside the store.

There was no one present at the Public Hearing who wished to speak to the petition.

#### Statement of Facts

The Petitioner is requesting a Special Permit for installation of a 30 inch by 144 inch wall sign with a total area of 30 square feet, on the rear of the building at 82 CENTRAL STREET, in the Wellesley Square Commercial District, that will exceed the maximum area allowed. The proposed sign on the rear of the building, in combination with the by-right sign at the front of the building, will exceed the maximum total area allowed.

Letter of endorsement dated 11/8/11, signed by Bryan W. Furze, Linear Retail Properties, LLC, Existing and Proposed Sign Drawing, dated 10/5/11, revised 10/27/11 & 10/28/11, prepared by Viewpoint Sign & Awning, and photographs were submitted.

On November 9, 2011, the Design Review Board voted to recommend approval of the Special Permit for the proposed signs.

On November 28, 2011, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be a 30 inch by 144 inch wall sign with a total area of 30 square feet. The proposed sign on the rear of the building, in combination with the by-right sign at the front of the building, will exceed the maximum total area allowed.

It is the opinion of this Authority that installation of a 30 inch by 144 inch wall sign with a total area of 30 square feet, that in combination with the by-right sign at the front of the building, will exceed the maximum total area allowed, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be in reasonable relation to development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will serve

to define or enhance architectural elements of the building and will not unreasonably interrupt, obscure or hide them; sign design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or adjacent structures; sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, neighborhood context and use; and sign size, location design and illumination are not judged to present a safety hazard to vehicular or pedestrian traffic.

Therefore, a Special Permit is granted for installation of a 30 inch by 144 inch wall sign with a total area of 30 square feet.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

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J. Randolph Becker, Acting Chairman

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Robert W. Levy

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David G. Sheffield

cc: Planning Board  
Inspector of Buildings  
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